

*ESTABLISHED IN 1998, VANCOUVER PREMIER COLLEGE OF HOTEL MANAGEMENT (VPC) HAS BEEN DEDICATED TO PROVIDING PROFESSIONAL HOSPITALITY EDUCATION TO STUDENTS FROM AROUND THE WORLD.*



VANCOUVER PREMIER COLLEGE

*Hotel Management*

### **Admissions/Marketing Officer in Chinese Market (Full-time position)**

Vancouver Premier College of Hotel Management (VPC) is looking for an enthusiastic individual to join our marketing team as **Admissions/Marketing Officer in Chinese Market** to promote our programs and recruit international students from Chinese market. The ideal candidate would have at least one year of experience in international admissions and recruitment for a post-secondary institution.

#### **Key Duties & Responsibilities: (including, but not limited to)**

- Provide accurate program information to potential students and respond to students' inquiry
- Assist with full-service admissions including program information, registration, meeting English requirements
- Update and create new promotions and program brochures
- Collect and maintain marketing tools including pictures, testimonials, and industry statistics
- Create reports and statistics for the specific market and advise management on marketing approaches
- Represent VPC to students, school, and agents
- Maintain and develop a relationship with local and overseas representatives (agents) and schools
- Correspond and build relationships with agents as needed
- Manage promotional events like open houses and educational events
- Participate in promotional activities or events
- Participate in the meetings, events, courses, guest speakers, and workshops

#### **Qualification & Skills:**

- Bachelor's degree in marketing, business, education or related field
- A minimum of one year's experience of recruiting students or marketing private education
- A good understanding of local education institutions and post-secondary educational system in Canada
- Strong communication and presentation skills
- Excellent written/oral English skills
- Fluency in Mandarin; additional fluency in Cantonese would be an asset
- Proficiency with MS Office (including Word, Excel, Outlook, PowerPoint)

If you meet the profile above and are interested in the position, please send a cover letter and a resume in WORD or PDF format to [human\\_resources@vpcollege.com](mailto:human_resources@vpcollege.com)